

Exhibit C

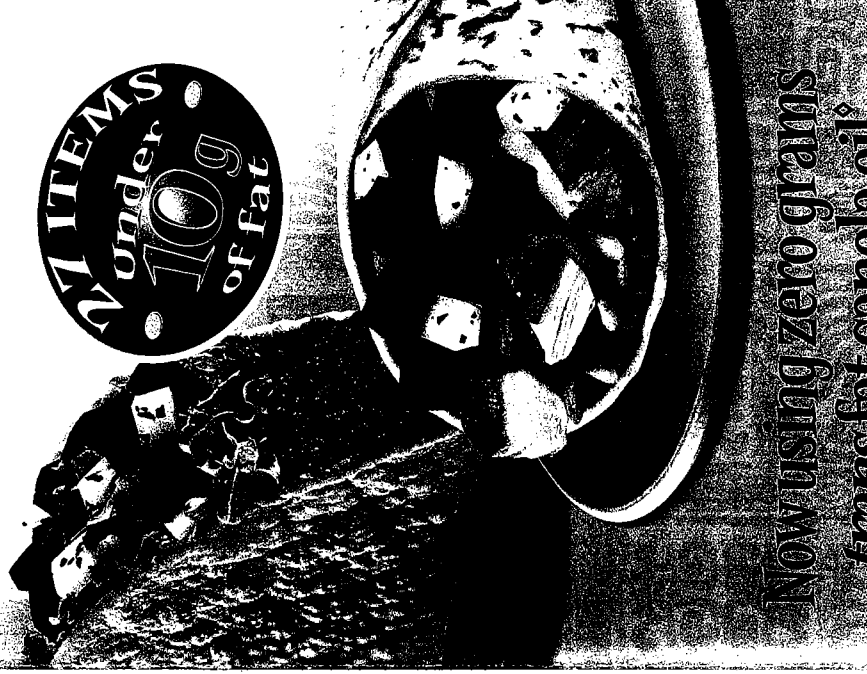


Say  
“Fresco”

...to replace  
cheese and sauce†

with Fiesta Salsa for lower fat.\*

71 ITEMS  
Under  
10g  
of Fat



Now using zero grams  
trans fat and no canola oil



Hungry to talk to us? Contact us at:

[www.TACOBELL.com](http://www.TACOBELL.com)

1-800-TACO BELL (822-6235)

Fresco Style Nutritional Brochure ©2007 TACO BELL CORP.  
Rev 3 Item #1004799

# For the taste you love with 25% less fat,\* order your favorites “Fresco” Style!

Looking for lower-fat alternatives at TACO BELL®? You can order anything on our menu “Fresco” Style.

When you say “Fresco,” we’ll replace cheese and sauce† with our freshly prepared Fiesta Salsa—a zesty mix of diced tomatoes, white onions and cilantro. Fiesta Salsa packs in lots of flavor, but adds only five calories per serving and no fat. So your TACO BELL favorites become lower in fat, with 27 products containing less than 10 grams.

And TACO BELL has even more options with zero grams *trans* fat per serving. Many of our signature menu items are now prepared with a new zero grams *trans* fat canola oil for frying. It lets you keep the taste of your favorite TACO BELL flavors while reducing the *trans* fat.

You’ll always know you’re getting quality food at TACO BELL because we use high-quality ingredients such as:

- USDA-select Carne Asada steak
- Grilled, marinated all-white-meat chicken
- 100% Real cheeses
- Freshly prepared tortilla chips and Fiesta Salsa
- Crisp lettuce and juicy tomatoes
- Seasoned ground beef made with Mexican herbs and spices

\* “Fresco” Style reduces fat by 25% for most menu items compared to the original menu item.

\*\* 1/2 lb. claim based on average weight. Individual product weights necessarily vary.

† Excludes red sauce and pizza sauce.

‡ Zero grams *trans* fat applies to canola oil for frying only.

Claims in this brochure apply only to TACO BELL® products and may not apply to other products sold in the same location.

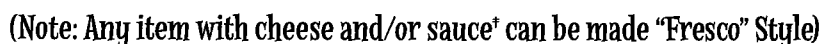
Your food is always made fresh at the time you order it. You won’t see microwaves or pre-made tacos at THE BELL®.

So, it’s your choice. Whether you order it your own way, or order it “Fresco” Style, you know you’re getting good food that uses high-quality ingredients. That’s what you get when you “Think Outside the Bun®.”

If you want to see more lower-fat alternatives and a full nutritional breakdown, check out our Nutrition Calculator online at [www.tacobell.com](http://www.tacobell.com).

Item	Items made “Fresco” Style		Original Items	
	Grams of Fat	Calories	Grams of Fat	Calories
Beef Crunchy TACO SUPREME®	8	150	13	249
Grilled Steak Soft Taco	4.5	160	16	270
Ranchero Chicken Soft Taco	4	170	14	270
Bean Burrito	7	320	9	340
Beef SOFT TACO SUPREME®	7	190	13	250
1/2 lb.** Cheesy Bean & Rice Burrito	7	330	20	478





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